

# Interactive Kiosks

*Working with partners who provide hardware and network infrastructure, X-Factor provides advanced interactive kiosks software enabling audience engagement and interaction, advertising and marketing content creation, publishing, distribution and management.*



INTERACTIVE KIOSKS.

We work across industries including healthcare, financial services, retail, education, transportation and more. Partners work with X-Factor to deliver unique remote kiosk management capabilities including publishing all media types (images, animations, videos, feeds and more) and supporting applications from way finding and couponing, to advertising and other audience and consumer engagement.

We work with our partners to ensure each of the client's goals for their customized interactive kiosk networks is successful by ensuring that all the elements in the solution meet stringent guidelines – from the hardware and the kiosk interface and features to the appropriate network connectivity that will provide the maximum value possible.

X-Factor's interactive kiosk software developers and implementation engineers have come up the most reliable and flexible remote management software in the industry, taking advantage of the latest – not legacy – technologies.

This software allows remote monitoring of kiosks from a single location, multi-user privileges for hierarchal (local and national) publishing, targeted advertising and transparent kiosk management and collection of user information.

- ### SELECT FEATURES
- Kiosk software and hardware monitoring and control
  - On-line statistics collection
  - Payment reports
  - Advertising management reports
  - Technical log reports and on-line protocol data
  - Time setting management
  - Advertisement management
  - Subscriber management



# X-Factor's Powerful Platform: DMCP://



**NOT JUST A SOFTWARE PLATFORM. AN INNOVATION PLATFORM.**

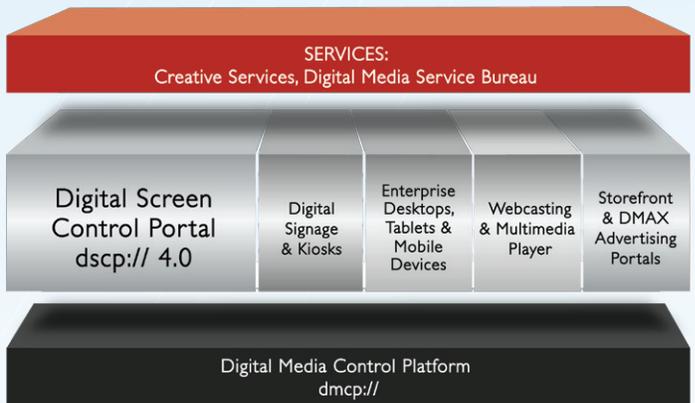
Unlike other digital signage companies, X-Factor's technology is a software platform, not just products, enabling us to implement reliable and robust solutions that can be extended in the future as our partners and clients themselves innovate.

Because of the way our software solution has been engineered, advertising and applications can be tailored and distributed to an unlimited number of digital end points. Our cloud and premised-based solutions provide our customers with the platform to build and easily manage their own "Digital Interactive Media Networks."

X-Factor Communications flagship product is a turn-key digital media publishing platform – the Digital Screen Control Portal, dscp:// which enables the creation, management and distribution of digital content through a multimedia publishing system that includes ad network capabilities.

Our "any glass" publishing solution enables communicators to publish information, alerts and advertisements, digital signs, desktops, media walls, internal video channels (CCTV), kiosks, intranet sites including SharePoint, mobile devices, and more. This any glass capability with our unique hierarchal content control makes it easy to create targeted and compelling digital media experiences for audiences of all types. Whether it's communicating to employees, business partners or the public, the X-Factor digital media platform makes it possible effectively to "get the message out."

And because dscp:// includes "closed loop" interactive capabilities, data on user experiences and behavior is made available in real-time, enabling continual improvement of results – whether changing out the creative on an ad to take advantage of trending sales, or offering different incentives including mobile-synchronized promotions.



## PRODUCTS

dscp:// DIGITAL SCREEN CONTROL PORTAL • ENTERPRISE DESKTOP • STOREFRONT & DMAX • MULTIMEDIA PLAYER • INTERACTIVE KIOSKS

## SERVICES

CREATIVE • MEDIA SERVICE BUREAU • WEBCASTING

### ABOUT X-FACTOR COMMUNICATIONS

X-Factor is a premium provider of interactive digital media network software and services. Unlike other digital signage companies, X-Factor's technology is a software platform, not just products, enabling us to implement reliable and robust solutions that can be extended in the future as our partners and clients themselves innovate.